

# MARKETING PROJECT PLAN

PREPARED BY	TITLE	DATE
EMAIL	PHONE	
APPROVED BY	TITLE	DATE

TABLE OF CONTENTS

- 1. BUSINESS SUMMARY .....4
  - 1.1 OUR COMPANY .....4
  - 1.2 MISSION STATEMENT.....4
  - 1.3 VISION STATEMENT .....4
- 2. THE CHALLENGE .....5
  - 2.1 PROBLEM .....5
  - 2.2 OPPORTUNITY .....5
- 3. SITUATIONAL ANALYSIS .....6
  - 3.1 5C ANALYSIS.....6
    - 3.1.1 COMPANY .....6
    - 3.1.2 COLLABORATORS.....6
    - 3.1.3 CUSTOMERS .....6
    - 3.1.4 COMPETITORS.....6
    - 3.1.5 CLIMATE.....6
  - 3.2 SWOT ANALYSIS.....7
- 4. CORE CAPABILITIES .....8
  - 4.1 CAPABILITY ONE .....8
  - 4.2 CAPABILITY TWO .....8
  - 4.3 CAPABILITY THREE .....8
- 5. MARKETING CAPABILITIES .....9
  - 5.1 CAPABILITY ONE.....9
  - 5.2 CAPABILITY TWO .....9
  - 5.3 CAPABILITY THREE .....9
- 6. GOALS.....10
  - 6.1 BUSINESS GOALS .....10
  - 6.2 SALES GOALS.....10
  - 6.3 FINANCIAL GOALS.....11
  - 6.4 COMMUNICATION GOALS .....11
- 7. TARGET MARKET .....12
  - 7.1 INFORMATION COLLECTION.....12
  - 7.2 PAIN POINTS .....12
  - 7.3 SOLUTIONS.....13
  - 7.4 BUYER PERSONA.....13
- 8. MARKETING STRATEGY .....14
  - 8.1 BUYER'S BUYING CYCLE .....14
  - 8.2 UNIQUE SELLING PROPOSITION (USP) .....14

8.3 MARKETING MIX – 4Ps.....15

    8.3.1 PRODUCT .....15

    8.3.2 PRICE .....15

    8.3.3 PLACE.....15

    8.3.4 PROMOTION .....15

8.4 MARKETING CHANNELS.....16

8.5 BUDGET .....17

9. PERFORMANCE STANDARDS & MEASUREMENT METHODS .....18

    9.1 STANDARDS OF PERFORMANCE .....18

    9.2 BENCHMARKS.....18

    9.3 MARKETING METRICS TO MEASURE SUCCESS .....19

    9.4 MEASUREMENT METHODS .....19

10. FINANCIAL SUMMARY.....20

    10.1 FINANCIAL FORECASTS .....20

    10.2 BREAKEVEN ANALYSIS .....20

    10.3 FINANCIAL STATEMENTS .....21

        10.3.1 INCOME STATEMENT .....21

        10.3.2 CASH FLOW PROJECTION .....21

        10.3.3 BALANCE SHEET .....21

11. APPENDIX.....22

    11.1 RESEARCH RESULTS .....22

    11.2 PRODUCT SPECIFICATIONS AND IMAGES .....22

1. BUSINESS SUMMARY

1.1 OUR COMPANY

1.2 MISSION STATEMENT

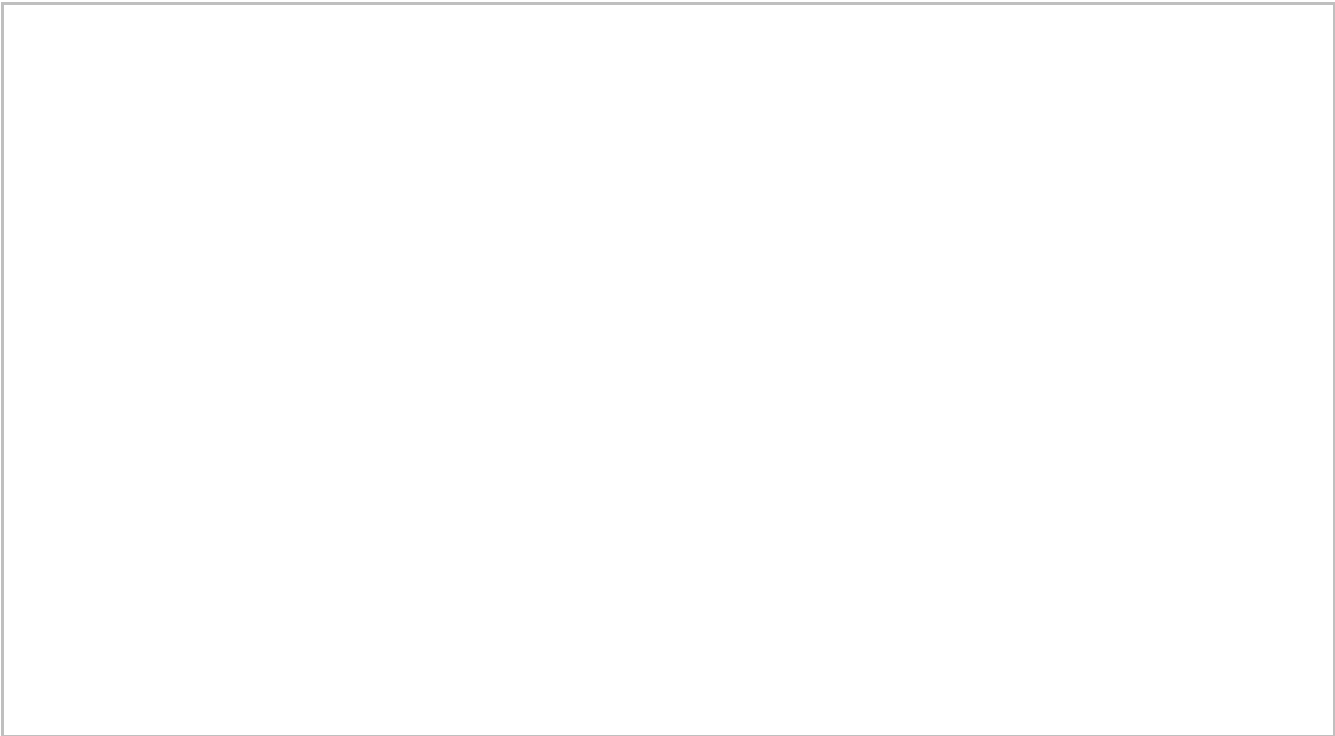
1.3 VISION STATEMENT

2. THE CHALLENGE

2.1 PROBLEM

A large, empty rectangular box with a thin grey border, intended for the user to input text or content for the '2.1 PROBLEM' section.

2.2 OPPORTUNITY

A large, empty rectangular box with a thin grey border, intended for the user to input text or content for the '2.2 OPPORTUNITY' section.

3. SITUATIONAL ANALYSIS

3.1 5C ANALYSIS

3.1.1 COMPANY

3.1.2 COLLABORATORS

3.1.3 CUSTOMERS

3.1.4 COMPETITORS

3.1.5 CLIMATE

3.2 SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)

4. CORE CAPABILITIES

4.1 CAPABILITY ONE

4.2 CAPABILITY TWO

4.3 CAPABILITY THREE



5. MARKETING CAPABILITIES

5.1 CAPABILITY ONE

5.2 CAPABILITY TWO


5.3 CAPABILITY THREE

6. GOALS

6.1 BUSINESS GOALS

A large, empty rectangular box with a thin grey border, intended for the user to enter their business goals.

6.2 SALES GOALS

A large, empty rectangular box with a thin grey border, intended for the user to enter their sales goals.

6.3 FINANCIAL GOALS

A large, empty rectangular box with a thin grey border, intended for the user to enter their financial goals.

6.4 COMMUNICATION GOALS

A large, empty rectangular box with a thin grey border, intended for the user to enter their communication goals.

7. TARGET MARKET

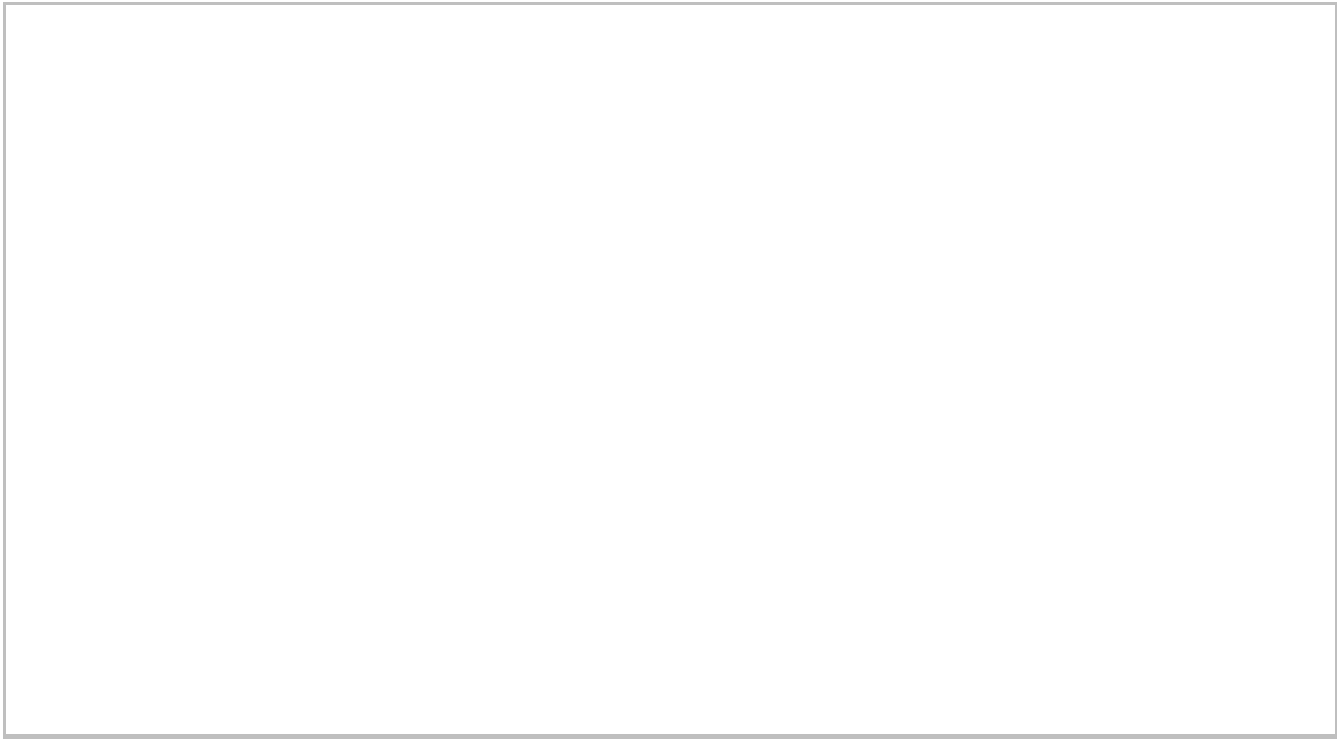
7.1 INFORMATION COLLECTION

7.2 PAIN POINTS

7.3 SOLUTIONS



7.4 BUYER PERSONA

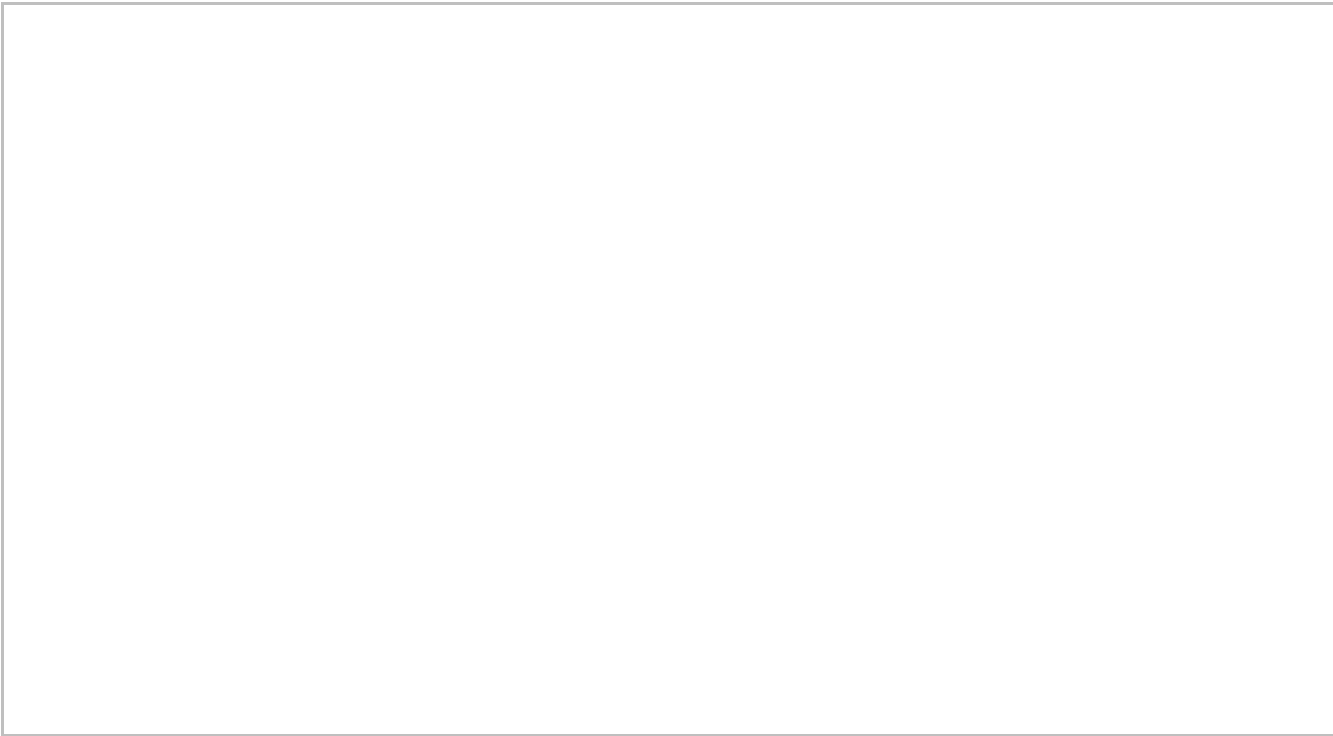


8. MARKETING STRATEGY

8.1 BUYER'S BUYING CYCLE

A large, empty rectangular box with a thin grey border, intended for the content of section 8.1.

8.2 UNIQUE SELLING PROPOSITION (USP)

A large, empty rectangular box with a thin grey border, intended for the content of section 8.2.

8.3 MARKETING MIX – 4Ps

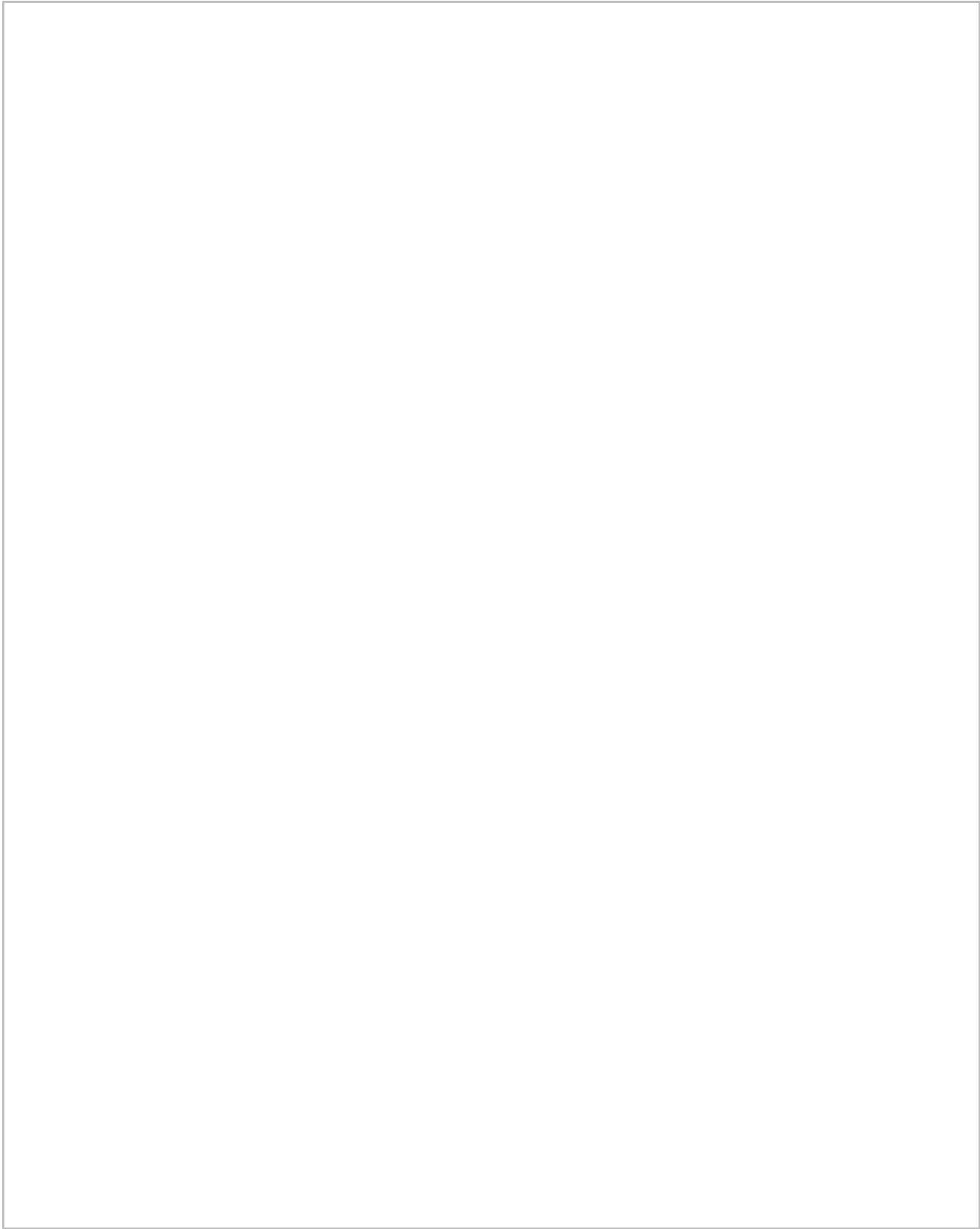
8.3.1 PRODUCT

8.3.2 PRICE

8.3.3 PLACE

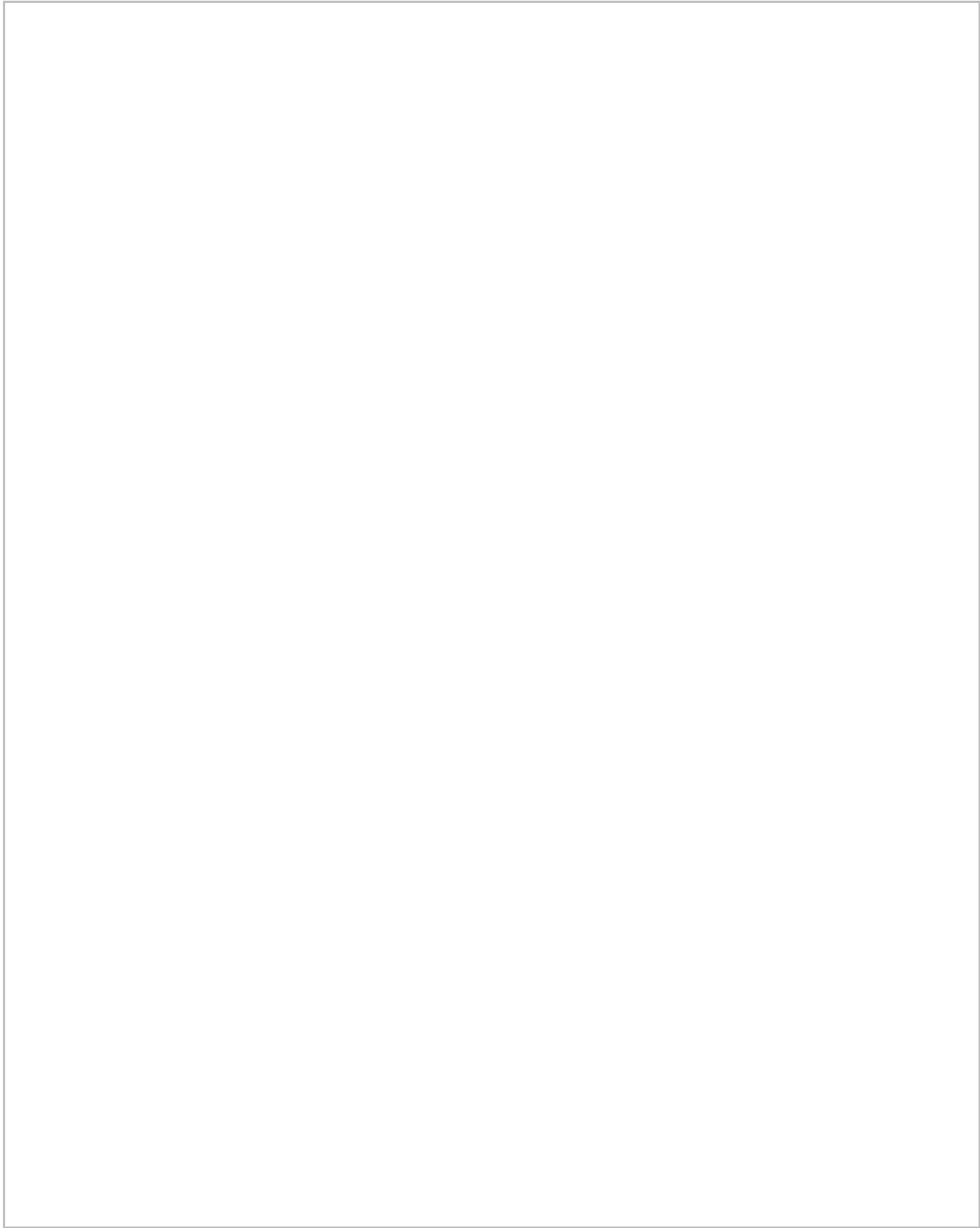
8.3.4 PROMOTION

8.4 MARKETING CHANNELS





8.5 BUDGET



9. PERFORMANCE STANDARDS & MEASUREMENT METHODS

9.1 STANDARDS OF PERFORMANCE

A large, empty rectangular box with a thin grey border, intended for the content of section 9.1.

9.2 BENCHMARKS

A large, empty rectangular box with a thin grey border, intended for the content of section 9.2.

9.3 MARKETING METRICS TO MEASURE SUCCESS



9.4 MEASUREMENT METHODS

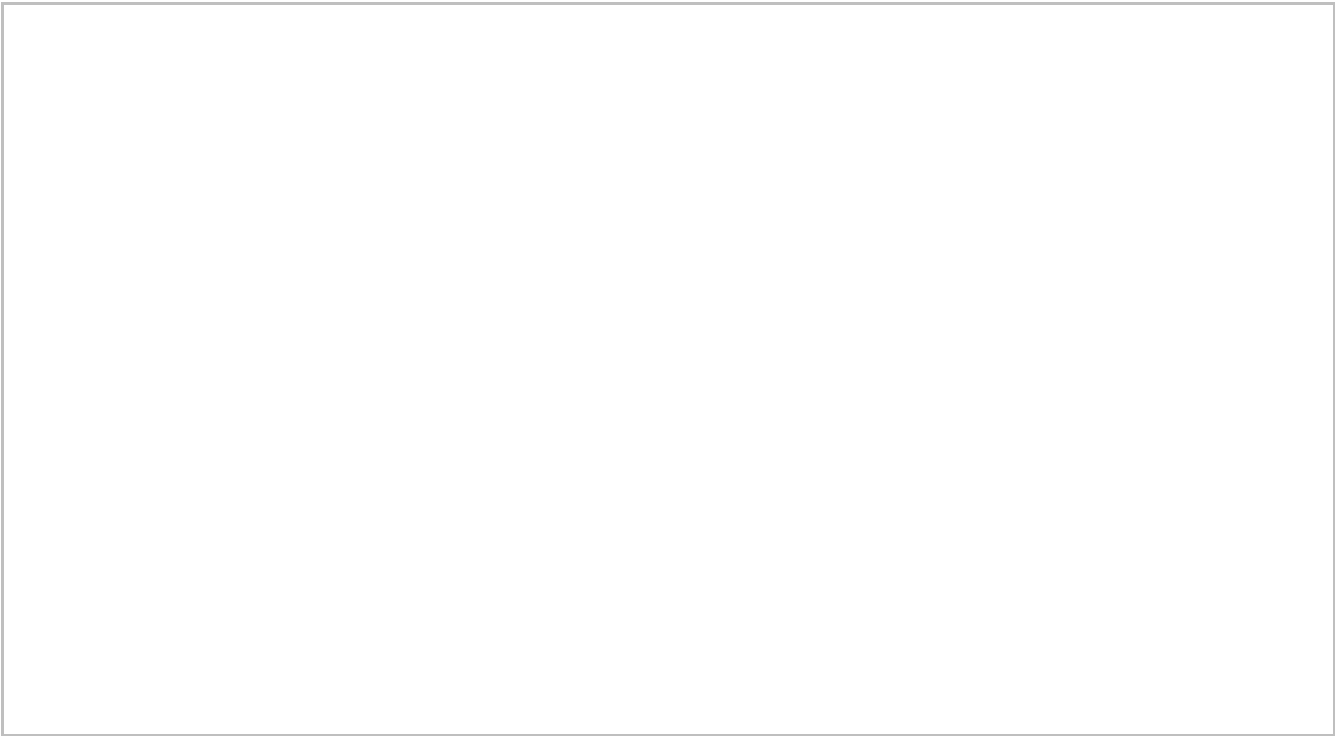


10. FINANCIAL SUMMARY

10.1 FINANCIAL FORECASTS



10.2 BREAKEVEN ANALYSIS



10.3 FINANCIAL STATEMENTS

10.3.1 INCOME STATEMENT

--

10.3.2 CASH FLOW PROJECTION

--

10.3.3 BALANCE SHEET

--

11. APPENDIX

11.1 RESEARCH RESULTS



11.2 PRODUCT SPECIFICATIONS AND IMAGES



# BUSINESS MARKETING PROJECT PLAN TEMPLATE

Try Smartsheet for FREE

## DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.